Everyone Communicates, Few Connect

for Thomas Howell Ferguson

Gabrielle K. Gabrielli, Ph.D.
By the end of this session, you will be able to:

• Explain common pitfalls to excellent communication.

• Describe how to take communication to the next level by connecting with others.

• Develop skills to improve the ability to connect with people individually, in small groups, or with larger audiences.
Ground Rules

1. Turn cell phones or anything that makes noise to off or silent.
2. Listen actively.
3. Participate to the fullest of your ability.
4. Keep an open mind.
5. Be respectful to others (including being on time to class and from break).
6. If you break any rules, you sing. 😊
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>0900</td>
<td>Ground Rules, Objectives, Icebreaker</td>
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<tr>
<td>0915</td>
<td><strong>Everyone Communicates, Few Connect</strong></td>
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<tr>
<td></td>
<td>‣ Central Truths</td>
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<tr>
<td>0930</td>
<td><strong>Connecting Principles</strong></td>
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<td>‣ Activity</td>
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<tr>
<td>1030</td>
<td><strong>Break</strong></td>
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<tr>
<td>1045</td>
<td><strong>Connecting Practices</strong></td>
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<tr>
<td></td>
<td>‣ Activity</td>
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<tr>
<td>1130</td>
<td><strong>Application</strong></td>
</tr>
<tr>
<td>1145</td>
<td><strong>Conclusions</strong></td>
</tr>
<tr>
<td>1200</td>
<td><strong>End of Training</strong></td>
</tr>
</tbody>
</table>
Ground Rules

1. Turn any cell phones or pagers to the off or silent position.
2. Listen actively.
3. Participate to the fullest of your ability.
4. Keep an open mind.
5. If you break any rules, you sing. 😊
Communication-Connect Message

Every communication is an opportunity for a powerful connection. Developing your ability to connect with others:

1. Creates better relationships
2. Reduces conflict
3. Increases accomplishments
4. Effectively conveys ideas
5. Attracts followers
Central Truths

1. If you want to succeed, you must learn how to connect with others.

2. High achievers care about people, view subordinates optimistically, seek advice from subordinates, and listen well to everyone.

3. Maturity is the ability to see and act on behalf of others.

4. We remember 85% to 90% of what we see; less than 15% of what we hear.
Central Truths

5. Connecting always requires energy; must intentionally and willingly connect with others. This requires initiative (go first); clarity (prepared); patience (slow down); selflessness (give); and stamina (recharge).

6. If you are responsible for leading people or communicating with others, it is especially vital for you to find ways to recharge.
Central Truths

7. A bad beginning makes a bad ending (Euripides).
8. People connect with stories, not statistics.
9. It is the job of a leader to bring clarity to a subject, not complexity.
10. Three words are essential to connect with others: brevity, levity, and repetition.
Central Truths

11. Leadership is about inspiring people to do things they never thought they could. *(Steve Jobs)*

12. The mediocre teacher tells, the good teacher explains, and the great teacher demonstrates.

13. Vision without passion is a picture without possibilities.
14. People ask three questions about their leaders: Do they care for me? Can they help me? Can I trust them?

15. Preparation yields confidence and passion yields conviction.
Connecting Principles

Connecting:
1. increases your influence in every situation.
2. is all about others.
3. goes beyond words.
4. always requires energy.
5. is more skill than natural talent.
Connecting Practices

Connectors:
1. connect on common ground.
2. do the difficult work of keeping it simple.
3. create an experience everyone enjoys.
4. inspire people.
5. live what they communicate.
Connecting increases your influence in every situation.
Successful U.S. Presidents exhibit 5 qualities:
1. Vision
2. Pragmatism
3. Consensus Building
4. Charisma
5. Trustworthiness

4 of the 5 skills to being a successful leader have to do with connecting.
Most people who disconnect aren’t aware.

Connecting Signals

- **Extra Effort**: people go the extra mile
- **Unsolicited Appreciation**: people say positive things
- **Unguarded Openness**: people demonstrate trust
- **Increased Communication**: people express themselves more readily
- **Enjoyable Experiences**: people feel good about what they are doing
- **Emotional Bondedness**: people display a connection on an emotional level
- **Positive Energy**: people’s emotional “batteries” are charged by being together
- **Growing Synergy**: people’s effectiveness is greater than the sum of the contributions
- **Unconditional Love**: people are accepting without reservation
Jay Hall, Ph.D., Teleometrics, conducted a study on the performance of 16,000 executives.

CONCLUSION: direct correlation between achievement and the ability to care for and connect with people.

“Leadership is not about titles, positions or flowcharts. It is about one life influencing another.” John C. Maxwell
## Connecting Principle #1 INFLUENCE

<table>
<thead>
<tr>
<th></th>
<th>HIGH ACHIEVERS</th>
<th>AVERAGE ACHIEVERS</th>
<th>LOW ACHIEVERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Care about</strong></td>
<td>People as well as profits</td>
<td>Concentrate on production</td>
<td>Preoccupied with their own security</td>
</tr>
<tr>
<td><strong>View</strong></td>
<td>Subordinates optimistically</td>
<td>Focus more on their own status</td>
<td>Show a basic distrust of subordinates</td>
</tr>
<tr>
<td><strong>Seek advice</strong></td>
<td>From those under them</td>
<td>Reluctant to seek advice from those under them</td>
<td>Do not seek advice</td>
</tr>
<tr>
<td><strong>Actively listen</strong></td>
<td></td>
<td>Listen only to superiors</td>
<td>Avoid communication and rely on policy manuals</td>
</tr>
</tbody>
</table>

*Gabrielle Consulting*
Modes of Listening

• **Combative listening** takes place when we listen only to look for flaws in the other person’s point of view.

• **Passive listening** takes place when we truly try to hear the other person’s point of view. However, with passive listening, we do not yet provide feedback to verify whether we have understood.

• **Active listening** takes place when we provide feedback to verify whether or not we have understood the sender.
Listening Actively

• Listen with your ears, your eyes, and your heart to concentrate on what the person is saying and to empathize.
• Pay attention to speaker’s facial expressions and other nonverbal cues for insight into the message.
• Listen without interruption. Note key phrases and document the information that the interviewee says.
• Provide feedback checks to the speaker. Restate, paraphrase, or ask questions of the interviewee to confirm that you received the message as intended.
Activity

• Get with a partner.
• Pick who will be the speaker first and who will be the listener first.
• Discuss whatever is on your mind for 3 minutes.
• Switch roles.
Examining Body Language and Behavioral Cues

• Observe what message your body language conveys:
  – facial expressions or gestures
  – shifts in eye contact
  – crossed arms or legs
  – placement of feet
  – excessive sweating

• Be aware of nonverbal messages you send.
Connecting is all about OTHERS and not ourselves.

Why do we focus on ourselves and not others?
1. Immaturity
   Maturity is the ability to see and act on behalf of others
2. Ego
3. Failure to value everyone

3 Connecting Questions:
1. Do you CARE for me?
2. Can you HELP me?
3. Can I TRUST you?
Connecting Principle #3 COMMUNICATION

Connecting goes beyond words.

3 components to face-to-face communication

<table>
<thead>
<tr>
<th>WORDS</th>
<th>TONE OF VOICE</th>
<th>BODY LANGUAGE</th>
</tr>
</thead>
</table>

How others believe what we say when we communicate:

>90% of the impression that we often convey has nothing to do with what we actually say!
Connecting Principle

- Connecting Goes Beyond Words
Connecting Principle #3 COMMUNICATION

3 Components to Communication

- Thought
- Action
- Emotion
## Connecting Principle #3 COMMUNICATION

### Communication Breakdowns

<table>
<thead>
<tr>
<th>Breakdown</th>
<th>Thought – knowing</th>
<th>Emotion – feeling</th>
<th>Action - doing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dispassionate</td>
<td>I know this</td>
<td>I do not feel this</td>
<td></td>
</tr>
<tr>
<td>Theoretical</td>
<td>I know this</td>
<td></td>
<td>I do not do this</td>
</tr>
<tr>
<td>Unfounded</td>
<td>I do not know this</td>
<td>I feel this</td>
<td></td>
</tr>
<tr>
<td>Hypocritical</td>
<td></td>
<td>I feel this</td>
<td>I do not do this</td>
</tr>
<tr>
<td>Presumptuous</td>
<td>I do not know this</td>
<td></td>
<td>I do this</td>
</tr>
<tr>
<td>Mechanical</td>
<td></td>
<td>I do not feel this</td>
<td>I do this</td>
</tr>
</tbody>
</table>
Connecting Principle #3 COMMUNICATION

**Action** – something we do; connecting **visually**; what people see

**Thought** – something we know; connecting **intellectually**; what people understand

**Emotion** – something we feel; connecting **emotionally**; what people feel
Connecting Principle #4 ENERGY

Connecting always requires ENERGY.

4 Unpardonable sins of a communicator:

- Unprepared
- Uncommitted
- Uninteresting
- Uncomfortable

3 of the 4 require a lot of effort and energy

Connecting requires:

1. Initiative – go first!
2. Clarity – prepare
3. Patience – slow down
4. Selflessness – give
5. Stamina – recharge
Connecting Principle #5 SKILL

Connecting is more SKILL than natural talent.

- Relationships
  - Who you know
- Ability
  - What you can do
- Sacrifice
  - How you live
- Success
  - What you have done
- Insight
  - What you know

Successful Connecting
Connectors connect on common ground.

Barriers to finding common ground:

Assumption  Arrogance
Control     Indifference
Connecting Practice

Connectors connect on common ground.
Connecting Practice #1 COMMON GROUND

Choices to finding common ground:

Availability  Listening
Questions       Thoughtfulness
Openness        Likeability
Humility        Adaptability
Connecting Practice #2 Simplicity

Connectors do the difficult work of keeping it SIMPLE.

4 components to connect through communication

Humor    Heart    Hope    Help

Three S

Art of Simplicity
1. Talk to people, not above them.
2. Get to the point.
3. Say it over and over and over again.
4. Say it clearly.
5. Say less.
Connecting Practice #3 EXPERIENCE

Create an EXPERIENCE everyone enjoys.

How to be interesting:
1. Take responsibility for your listeners.
2. Communicate in their world.
3. Capture people’s attention from the start.
4. Say it so it sticks.
Connecting Practice #4 INSPIRE

Connectors INSPIRE people.

Inspiration Equation

What do people need to KNOW?
- That you understand them and are focused on them
- That you have high expectations of them

What do people need to SEE?
- Your conviction
- Your example

What do people need to FEEL?
- Your confidence in yourself and them
- Your gratitude for them
Connecting Practice #5 CREDIBILITY

CREDIBILITY is the currency that connectors have.

Credibility Checklist
1. Have I connected with myself?
2. Have I made right my wrongs?
3. Am I accountable?
4. Do I lead like I live?
5. Do I tell the truth?
6. Am I vulnerable?
7. Am I following the Golden Rule?
8. Do I deliver results?
Application of Concepts

• When communicating, find common ground, make communication simple, capture people’s interest, inspire others, and be real.

• When you communicate, you must include: thought (something I know); emotion (something I feel); and action (something I do).
Application of Concepts

• When communicating, attempt to connect on four levels: visually, intellectually, emotionally, and verbally.
HI SWEETIE, HOW WAS SCHOOL TODAY?

YOU CAN READ ALL ABOUT IT ON MY BLOG, DAD.
# Generational Communication

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Work Ethics and Values</td>
<td>Hardworking, respect authority and rules, wise</td>
<td>Workaholic, want to please, love to have meetings</td>
<td>Independent, tech-savvy, value balance</td>
<td>Tech-savvy, team-oriented, high expectations</td>
</tr>
<tr>
<td>Work is a(an):</td>
<td>obligation</td>
<td>challenge</td>
<td>responsibility</td>
<td>means to an end</td>
</tr>
<tr>
<td>Communication</td>
<td>Personal Note</td>
<td>Phone</td>
<td>Email</td>
<td>Text</td>
</tr>
<tr>
<td>Style</td>
<td>Directive</td>
<td>Collegial</td>
<td>Entrepreneurial</td>
<td>Participative</td>
</tr>
<tr>
<td>Motivated by....</td>
<td>Your experience is respected.</td>
<td>You are needed.</td>
<td>Let’s cut through the red tape.</td>
<td>Let’s hear what you have to say.</td>
</tr>
<tr>
<td>How to get what you want:</td>
<td>Ask opinions.</td>
<td>Ask permission.</td>
<td>Let them do it their way.</td>
<td>Include them on a team.</td>
</tr>
<tr>
<td>Liabilities</td>
<td>Intolerant</td>
<td>Avoid conflict</td>
<td>Skeptical</td>
<td>Demanding</td>
</tr>
</tbody>
</table>
Actionable Items

• Spend one minute answering the question, “What can I do today to apply the principles and practices discussed to strategically position myself for successful communication?”
Discussion

- Where do you want to be?
- Do you know how to get there?
- What resonated most with you that we discussed today?

“The pessimist complains about the wind. The optimist expects it to change. The leader adjusts the sails.”

- John C. Maxwell
Questions and Follow Up

Presentation WILL be available tomorrow at:
http://gabrielleconsulting.com/THF2013

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